

WESTPAC LIFESAVER RESCUE HELICOPTER SERVICE
HELI LUNCHEON

PARTNERSHIP PROPOSAL



ABOUT THE WESTPAC LIFESAVER RESCUE HELICOPTER SERVICE

Established in 1976, the Westpac Lifesaver Rescue Helicopter Service (WLRHS) remains one of the oldest community-based rescue services in the world.

Thanks to support from the Westpac Banking Corporation since the Service's inception, the Queensland Government and generous donations from the community, the Westpac Lifesaver Rescue Helicopter Service has grown from embryonic stage to a vital part of the Surf Life Saving Queensland (SLSQ) rescue operation.

Today, the service operates two lifesaver helicopters from hangars based on both the Sunshine Coast and the Gold Coast covering our coastline from Rainbow Beach to Rainbow Bay. It dedicates 700-patrol hours each year to aerial beach surveillance, shark alerts and search and rescue operations.



ABOUT SURF LIFE SAVING QUEENSLAND

Surf Life Saving Queensland is the state's peak aquatic rescue authority and is one of the largest volunteer-based organisations in Australia. From humble beginnings, when the first recorded rescue was made on a Queensland beach in 1909, SLSQ is now an efficient and vibrant organisation with more than 30,000 members.

The organisation was established in 1930 and is the governing body for surf lifesaving in Queensland, comprising of 58 affiliated surf life saving clubs in six regional branches.

SLSQ is directly affiliated with, and is part of, Surf Life Saving Australia (SLSA) and the International Lifesaving Federation (ILS).



THE HELI LUNCHEON

Held on the 27th of October at the Royal International Convention Centre in Brisbane, the Heli Luncheon is set to be one of most vibrant charity balls in Queensland.

The annual event seeks to raise vital funds to support and strengthen the aerial service in Queensland, while providing members of the community with an opportunity to show their support.

The inaugural heli event was held at Jupiters Hotel and Casino on the Gold Coast in 2015, and each year, over 500 corporate guests attend the event to show their support.

THE EVENT AT A GLANCE:

Date: 27 October 2017

Venue: Royal International
Convention Centre, Brisbane

Time: 12pm

Cost: \$150pp

WHAT YOU CAN EXPECT ON THE DAY:

- A three course meal
- A beverage package including basic spirits, wine, beer and soft drinks
- Charity auctions, raffles and lucky door prizes to be won
- Live entertainment
- Official launch of the High Flyers Club

OPPORTUNITIES

Becoming a partner of the Heli Luncheon will demonstrate your business's commitment to its local community whilst providing a platform to expose the range of products to high-net-worth individuals, potential business partners and clients.

We have identified two levels of partnership which we believe would suit your business, each coming with a suite of benefits offering the unique opportunity to:

- Deliver on business objectives, including increased customer loyalty and improved brand reputation and exposure
- Provide a platform for experiential marketing, sampling and brand activation of your products and/or services
- Foster a positive organisational culture, and share our combined achievements with customers, stakeholders and the wider community
- Tap into positive publicity through SLSQ's owned and earned marketing and media channels
- Access the WLRHS intellectual property so you can be assured that you will have an exclusive relationship and an advantage over your competitors

BENEFITS

The benefits associated with the various sponsorship opportunities are outlined below.

		PRINCIPAL PARTNER	SUPPORTER PARTNER
Exclusivity in your industry category		✓	
Intellectual Property	Approved usage of the WLRHS imagery and brand	✓	
Branding	Company logo acknowledged on sponsors wall inside heli hangar	✓	✓
	Company logo recognised on WLRHS website	✓ + 100 word corporate profile	✓
	Recognition of support within WLRHS social media platforms	✓	
	Company logo recognition with SLSQ annual report	✓	
	Company logo acknowledged on all associated Heli Luncheon event collateral and promotional material	✓	✓
	Company logo acknowledged at event via on-screen presentations	✓	✓
	Mention by the Heli Luncheon event MC	✓	✓
	Company logo acknowledged in the Heli Luncheon event program	✓	✓
	Logo and website in the official Heli Luncheon program distributed to partners and guests	✓ + 100 word corporate profile	✓
	logo on the media wall for PR exposure	✓	
Advertising	Special offers and promotions within the monthly "Between the Flags" e-newsletter via an email banner advert, distributed to the SLSQ database (distribution: 21,000+)	2	0
	Advertisement in the Event Program	Full page	
	Banner Advertisement on the Heli Luncheon page of the WLRHS website	✓	
	Dedicated social media post promoting the partnership	✓	
Promotion and Engagement	Opportunity to provide prizes for the raffles and auctions at the event	✓	✓
	Opportunity to set up a sampling activation space at the event	✓	
	Opportunity to provide branded merchandise in all gift bags distributed to guests	✓	
Signage	Opportunity to display signage at the event	✓	
Hospitality	Complimentary VIP tickets to WLRHS Heli Luncheon	10 (full table)	2
	Complimentary VIP tickets to State Surf Life Saving Championships	✓	
Miscellaneous	Visit from WLRHS pilot or crew person for 30 minute presentation/overview of service	✓	
	Invitation to 'Meet the WLRHS Crew' annual partnership networking event	✓	✓
	Annual partnership recognition plaque	✓	



WHY WE NEED YOU

The WLRHS relies heavily on corporate and community support and your contribution will go towards supporting the Service's operations and ensure it remains a vital component in supporting SLSQ's vision of "zero preventable deaths in Queensland public waters".

As the number of visitors to Queensland beaches continues to increase, so too do our efforts to protect and safeguard swimmers. It is our ability to evolve and adapt to the ever-changing environments in which the WLRHS operates that will ultimately ensure its future sustainability.

Your investment as a Partner is essential to keep our helicopters in the air.

FOR ENQUIRIES

Sebastien Krantz
Sponsorship Executive
Surf Life Saving Queensland
07 3846 8012
skrantz@lifesaving.com.au

TERM AND INVESTMENT

We are seeking a two year agreement which provides the opportunity for both parties to work together in a true partnership to identify new opportunities and review objectives after the term.

The investment attributed to these levels of sponsorship is indicative to the benefits and assets in this proposal.

	YEAR 1	YEAR 2
PRINCIPAL PARTNER	\$15,000	\$16,500
SUPPORTER PARTNER	\$2,500 min or equivalent contra value	\$2,700 min or equivalent contra value

*Figures are ex. GST.

westpacheliqld.com.au
highflyersclub.com.au



**SURF LIFE SAVING
QUEENSLAND**